

Evaluation Resource Considerations

This tip sheet includes cost and resource considerations for different steps of the evaluation process.



Establish an Evaluation Team

- Develop an evaluation budget as part of the evaluation design process.
- Consider conducting parts of the evaluation internally. You may already have in-house expertise in other units of your organization.
- If hiring an external evaluator, ensure you invest in the right person or people for the job and establish a contract that works for your organization. Check out the guides below for information about hiring an external evaluator:
 - https://www.acf.hhs.gov/sites/default/files/opre/program_managers_guide_to_eval2010.pdf
 - <https://minorityhealth.hhs.gov/Assets/pdf/Checked/1/HowtoHireanEvaluator.pdf>
 - https://www.cdc.gov/violenceprevention/pdf/evaluation_improvement-a.pdf
- Reach out to local chapters of professional associations to explore pro-bono or other evaluation resources in your community.
 - American Evaluation Association list of local affiliates: <https://www.eval.org/affiliate>
 - Consider establishing an MOU with partners to collaborate on aspects of the evaluation.
- Reach out to colleges and universities in your area to recruit students who may provide free or low-cost services. Many Masters and Ph.D. programs involve evaluation course work and require practicum projects.



Engage Stakeholders

- Engage your stakeholders throughout the evaluation to support the evaluation team.
- Consider partner organizations who can contribute staff, time, data, or resources to support the evaluation.
- Integrate evaluation activities into ongoing program activities to reduce the burden.
- Have the right people consistently looped in and involved in planning an evaluation, interpreting, and using the evaluation to help make the evaluation useful for your program.



Describe Your Program

- Use free online trainings and resources to help organizations develop a program logic model or theory of change. **Check out the following resources:**
 - Logic Model Development Guide published by the Kellogg Foundation in 2004. Available at <https://www.wkkf.org/resource-directory/resources/2004/01/logic-model-development-guide>
 - Point K Tools: Logic Model Builder, by Innovation Network. Available at <http://www.innonet.org/news-insights/resources/point-k-logic-model-builder/>
 - Theory of Change: A Practical Tool for Action, Results and Learning <http://www.aecf.org/upload/publicationfiles/cc2977k440.pdf>
- Use your evaluation questions to frame the scope of an evaluation so that resources are dedicated to necessary activities that relate to the outcomes of interest.
- Use exiting knowledge and perspectives of your program stakeholders.



Focus the Evaluation

- When possible, design a process that can be ongoing and integrated into your strategic planning.
- Focus on what you need to know. This will help keep the time and costs of the evaluation to a minimum.
- Identify evaluation approaches that match your needs and the resources you have available.
- Consider evaluation methods and approaches that can be integrated into program implementation.



Gather Credible Evidence

- Use secondary data sources when available and appropriate. Using previously collected data can help reduce data collection needs. *The Sexual Violence Indicators Database* provides a large list of risk and protective factors available from publicly available data.
 - <https://vetoviolence.cdc.gov/apps/sexual-violence-indicators-guide-database/>
- When possible, use data collection methods that require fewer resources, such as:
 - using free online survey software.
 - conducting telephone interviews that reduce time and travel burdens.
 - collecting data from participants during program activities.
 - analyzing data that is already collected for programmatic uses.
- Explore ways in which data collection can be integrated into the staff's daily functions without overburdening them.



Ensure Use and Share Lessons Learned

- When appropriate, employ online mechanisms like webinars or newsletters to communicate evaluation findings at minimal costs.
- Engage stakeholders to help share evaluation findings and reports with their networks.
- When appropriate, share findings at existing events that do not require additional planning and resources, e.g., neighborhood association meetings, staff meetings, professional association gatherings, etc.
- Share results at various points during the evaluation process to build a reflective and learning environment.



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